

REMARKS

Status of the Application

Claims 1-17 are the claims that have been examined in the instant application. Claims 1-17 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Young et al. (U.S. 6,669,564) in view of Hoekstra (U.S. 5,905,862).

By this amendment, Applicant is amending claims 1 and 11, and canceling claims 7 and 17.

Preliminary Matters

Applicant thanks the Examiner for withdrawing the rejection of claims 1-17 under 35 U.S.C. § 103 as being unpatentable over Young in view of Pytlovany.

Claim Rejections under 35 U.S.C. § 103(a)

Claims 1-17 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Young et al. (U.S. 6,669,564) in view of Hoekstra (U.S. 5,905,862).

Amended claim 1 recites, “wherein the content providing server comprises a counter for counting the number of times the relevant content has been provided to the users from the content providing home page” and “the content providing server limits the number of users for which the relevant content is to be provided from the content providing home page by terminating providing the relevant content when a count of the counter reaches a predetermined value.” The Examiner alleges that Young teaches all of the elements of claim 1, but concedes that “Young does not specifically teach the asset information is a home page address”; he then asserts that Hoekstra teaches this aspect of claim 1.

Applicant respectfully disagrees. Young teaches a system, method and apparatus for providing episodic delivery of entertainment content. Specifically, the user receives new episodes of entertainment content at regularly scheduled intervals. However, the episodic content severs in Young do not count the number of times that the episodic content has been provided to the user, nor do they prevent a user from accessing the episodic content after the user has accessed the episodic content a certain number of times. Further, Young teaches that the episodic content is to be provided to multiple users in order to create a shared entertainment experience. Young does not track the number of times that the episodic content has been accessed in order to terminate access to the episodic content when certain number has been reached. In contrast, amended claim 1 recites “a counter for counting the number of times the relevant content has been provided to the users” and “terminating providing the relevant content when a count of the counter reaches a predetermined value.” Therefore, Young fails to teach or suggest that the content providing server comprises a counter for counting the number of times the relevant content has been provided to the users from the content providing home page, as recited in amended claim 1. Further, Young fails to teach or suggest terminating providing the relevant content when the count of the counter reaches a predetermined value.

Hoekstra teaches a method, apparatus and storage medium for registering an application with one or more task applications. However, Hoekstra fails to cure the defects noted above in

Young with respect to amended claim 1. Therefore, Applicant respectfully submits that amended claim 1 is patentable over the applied art.

Claims 2-6 and 8-10 are patentable at least by virtue of their dependency from claim 1.

Amended claim 11 recites similar limitations to amended claim 1. Therefore, reasons analogous to those presented with respect to claim 1, claim 11 is patentable over the applied art. Claims 12-17 are patentable at least by virtue of their dependency from claim 11.

Conclusion

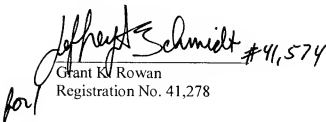
In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

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